

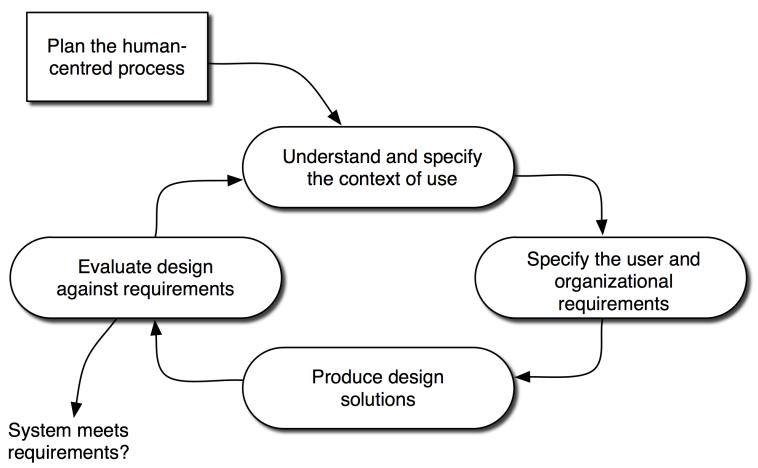
## User-centred design (UCD)

 "a philosophy based on the needs and interests of the user, with an emphasis on making products usable and understandable" (Donald Norman)



# UCD – key principles

- The active involvement of users and clear understanding of user and task requirements
- Multi-disciplinary design teams
- Iteration of design solutions



Human-centred design process, ISO-13407



## UCD – empirical methods

**Usability testing** 

**Prototyping** 

**Interviews** 

**Triangulation** 

Field studies

Surveys

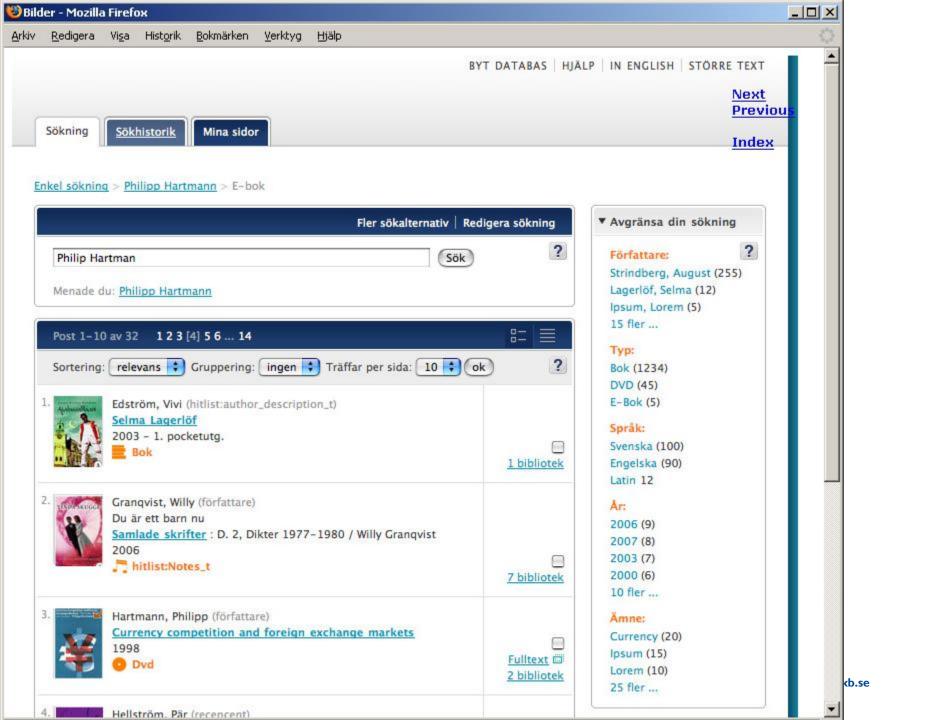
Focus groups

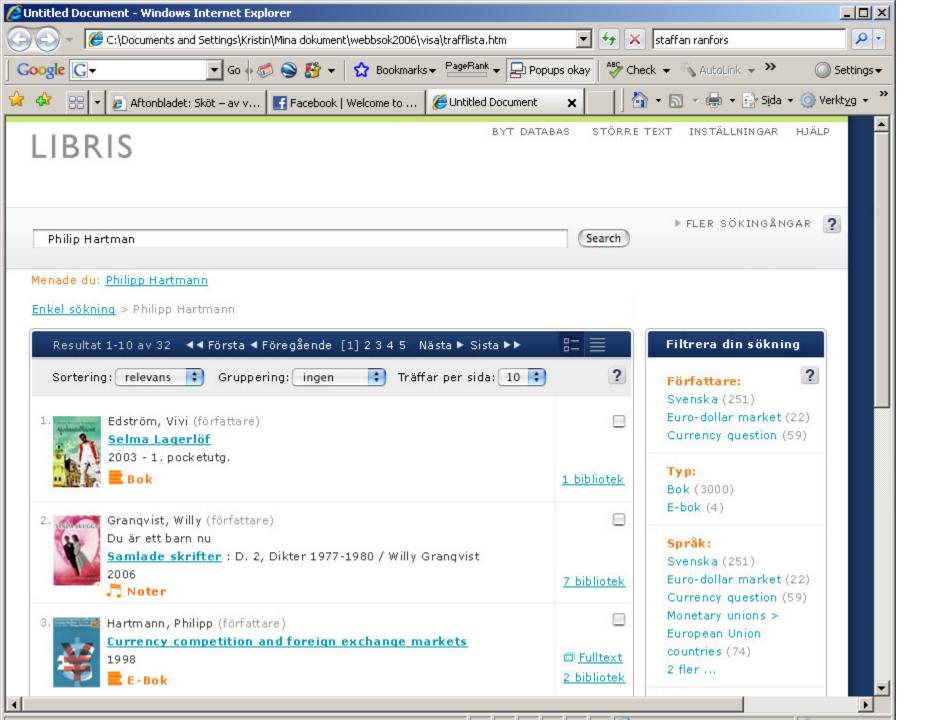
Workshops

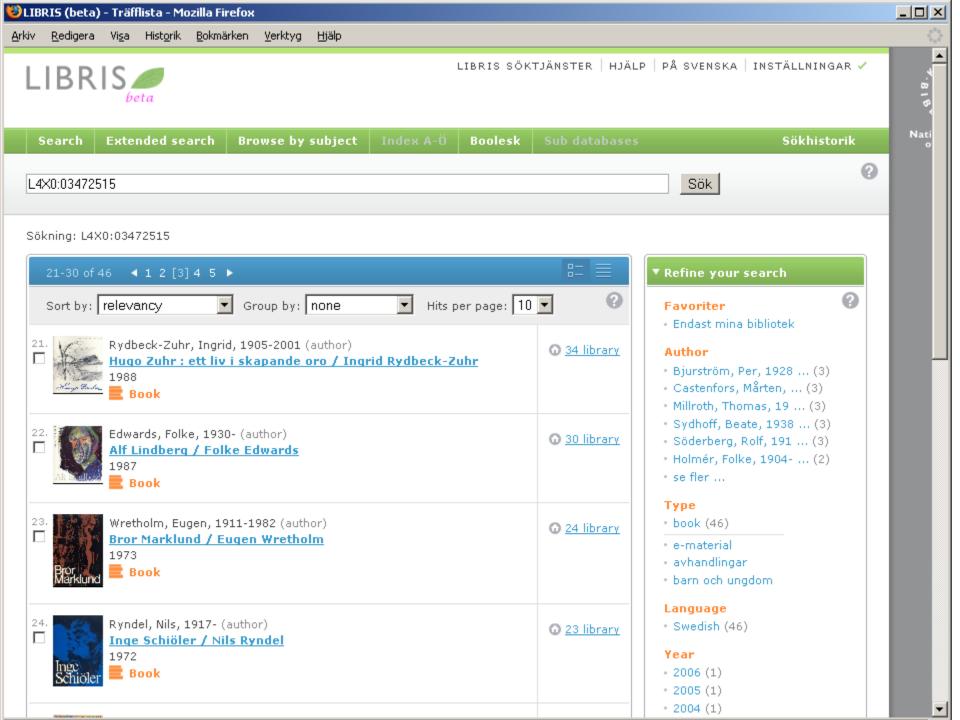


## UCD in the LIBRIS-project

- Understanding the context of use:
  - User survey
  - Focus group/Workshop
  - Interviews
- Multi-disciplinary project group
  - Format, Design, Developers, HCI
- Iteration of design solutions:









#### UCD in the LIBRIS-project – Usability testing cont.

- Controlled tests (prototype, beta)
  - Explorative and specific tasks
  - Screen and speech recorded on video
  - Interview
- Naturalistic tests (beta)
  - Visitors at a university library
  - Tests with librarians
- Feedback-forum (beta)
  - Comments and bug reports
  - Influence and Involvement



#### Why UCD?

- A usable end result
- Greater commitment from understanding the user and the context of use.
  - Why and for whom are we designing and building the system?
- Discover usability problems and design issues at an early stage cheaper and easier to fix
- Collaboration with users leads to new angels of approach
- Multi-disciplinary project group inspiring and effective